

Docket No. IA 1506.01A US  
USSN: 09/295,856

PATENT  
Art Unit: 2125

This listing of claims will replace all prior versions, and listings of claims in the application:

**LISTING OF CLAIMS:**

Claims 1-20 (Canceled)

Claim 21 (Withdrawn): A method for transmitting advertising, comprising:

- (a) receiving tracking information based on a tracking identifier when an electronic storage medium is accessed by a computer;
- (b) determining, as a function of the received tracking information, as a function of a retailer that sold the electronic storage medium, and as a function of a user's internet browser experience, an appropriate advertisement to transmit to the user; and
- (c) transmitting the appropriate advertisement to the user.

Claims 22-46 (Canceled)

Claim 47: (Currently Amended) A method for providing selective access to data on an optical storage medium comprising:

- receiving an identifier [incorporated] on a burst cut area (BCA) on said optical storage medium [in conjunction with said data];
- receiving pertinent user information;
- verifying said identifier and said pertinent user information at a database;
- performing a first table lookup to determine a title, a genre of said medium, a retailer, a broadcast update, or a pre-defined condition, the pre-defined condition being new information, support information;

Docket No. IA 1506.01A US  
USSN: 09/295,856

PATENT  
Art Unit: 2125

performing a second table lookup to determine a redirect transaction to said retailer, an advertising, a banner, a specific video that can be played, multimedia element, or whether medium can be unlocked or installed; and

[determining one of a replicator, distributor, and retailer for the identifier incorporated on the BCA;]

tailoring a response based on [a pre-defined condition] the first and second table lookups; and

passing the response to a remote location].

Claims 48-49 (Canceled)

Claim 50: (Previously Presented) The method as recited in claim 47, wherein the response is an authorization for an access to data stored on said optical storage medium.

Claim 51: (Currently Amended) The method as recited in claim 47, wherein said identifier [incorporated] on said optical storage medium is performed by a content provider.

Claim 52: (Previously Presented) The method of claim 47 wherein said data comprises multimedia data.

Claim 53: (Currently Amended) A system for providing selective access to data on an optical storage medium comprising:

a first receiver for receiving an identifier on a burst cut area (BCA) on said optical storage medium;

a second receiver for receiving pertinent user information; said pertinent user information and said identifier being verified at a database;

Docket No. IA 1506.01A US  
USSN: 09/295,856

PATENT  
Art Unit: 2125

a determinator for performing [determining one of a replicator, distributor, and retailer for the identifier incorporated on the BCA] a first table lookup to determine a title, a genre of said medium, a retailer, a broadcast update, or a pre-defined condition, said pre-defined condition being one of new information and support information, and a second table lookup to determine a redirect transaction to the retailer, an advertising, a banner, a specific video that can be played, multimedia element, or whether said medium can be unlocked or installed; and  
a response generator for tailoring a response to be sent to a remote location; said response being based on [a pre-defined condition] the first and second table lookups.

Claims 54-55: (Canceled)

Claim 56: (Previously Presented) The system as recited in claim 53, wherein said receivers are located in one location.

Claim 57: (Cancelled)

Claim 58: (Previously Presented) The system of claim 53 wherein said data comprises multimedia data.

Claim 59: (Cancelled)

Claims 60-61: (Canceled)

Claim 62: (Currently Amended) The method as recited in claim [59] 47, further comprising passing the response to a remote location.

Claim 63: (Canceled)

Docket No. IA 1506.01A US  
USSN: 09/295,856

PATENT  
Art Unit: 2125

Claim 64: (Canceled)

Claim 65: (Currently Amended) A system for providing selective access to data on an optical storage medium comprising:

a receiver for receiving pertinent user information and an identifier [incorporated] on a burst cut area (BCA) in conjunction with said data;  
a verifier to verify said identifier at a separate database;  
a determinator for performing [determining one of a replicator, distributor, and retailer for the identifier incorporated on the BCA] a first table lookup to determine a title of the medium, a retailer, a genre of the medium, a broadcast update, or a pre-defined condition, the pre-defined condition being new information, support information and a second table lookup to determine a redirect transaction to the retailer, an advertising, a banner, a specific video that can be played, multimedia element, or whether medium can be unlocked or installed; and  
a response generator for tailoring a response to be sent to a remote location; said response being based on [a pre-defined condition] the first and second table lookups.

Claims 66-67: (Canceled)

Claim 68: (Previously Presented) The system as recited in claim 65, wherein said pertinent user information is provided by a content provider.

Claim 69: (Previously Presented) The system as recited in claim 65, wherein said response is a n a authorization for a n access to data stored on said optical storage medium.

Docket No. IA 1506.01A US  
USSN: 09/295,856

PATENT  
Art Unit: 2125

Claim 70: (Previously Presented) The system of claim 65 wherein said data comprises multimedia data.

Claim 71-73: (Canceled)

Claim 74: (Currently Amended) The method as recited in claim [71] 47, wherein the [identifier] information is updated and stored in a BCA database.

Claim 75: (Currently Amended) The method as recited in claim 74 further comprising broadcasting one of the [identifier] information and the updated [identifier] information.

Claim 76: (Currently Amended) The method as recited in claim [71] 47 further comprising utilizing the identifier information to direct one of an e-commerce transaction and a "buy me" button to a retailer.

Claim 77: (Currently Amended) The method as recited in claim [71] 47 further comprising providing a logic to control access to a web site, the logic being based on the identifier information stored on the BCA.

Claim 78: (Previously Presented) The method as recited in claim 77 wherein the logic redirects a consumer to a storefront of a retailer.

Claim 79: (Withdrawn) A method comprising:  
tracking information of a consumer using a burst cut area identifier stored on a storage medium;  
providing the tracked information to an advertiser; and  
selecting discount based on the tracked information to send out to the consumer.

Docket No. IA 1506.01A US  
USSN: 09/295,856

PATENT  
Art Unit: 2125

Claim 80: (Withdrawn) The method as recited in claim 79 wherein the tracked information is information on a track disc abnormality or defect of the storage medium.

Claim 81: (Withdrawn) The method as recited in claim 79 wherein the storage medium is an optical disc.